

"Version With Markings To Show Changes Made," marked up to show all the changes relative to the previous version of each claim being amended.

Amended 1. (Amended) A method of advertising during a commercial transaction, comprising the steps of:

providing one or more commercial transaction locations having one or more commercial transaction systems for allowing a customer to conduct a commercial transaction and having a display for displaying programming information to a customer;

inputting by the customer of identification information;

transmitting from a central location to the one or more commercial transaction locations, customer profile information of the customer;

converting the customer profile information into a profile word, which profile word is transmitted to a select one of the one or more commercial transaction locations from which the customer is conducting a commercial transaction;

decoding the profile word and merging it with update and advertising information;

using the merged customer profile and advertising information to generate programming information; and

presenting the programming information to the customer during the ~~fuel dispensing operation~~ commercial transaction on the display.

3. (Amended) The method of Claim 1, wherein the one or more commercial transaction systems have audio and video presentation capabilities.

4. (Amended) The method of Claim 1, further comprising the step of transmitting a unique ID to the central location from the commercial transaction locations, the unique ID associated with the customer and used to perform a matching operation on a central location database to obtain the customer profile information of the customer.

8. (Amended) The method of Claim 1, wherein the select one of the one or more commercial transaction systems from which the customer is conducting said commercial transaction uses the profile word to generate the programming information for presentation to the customer during said commercial transaction.

A³ 5 9. (Amended) The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information containing product promotions which are related to a select one of the one or more commercial transaction locations.

10. (Amended) The method of Claim 1, wherein the programming information is generated at the central location and transmitted to a select one of the one or more commercial transaction locations for presentation to the customer.

12. (Amended) The method of Claim 1, wherein the customer makes modifications to the programming information during the commercial transaction, and the modifications are transmitted to the central location to update the customer profile information.

A⁴ 13. (Amended) The method of Claim 1, wherein the customer profile information is updated according to a type of purchase, and one or more methods of making payment for the purchase made by the customer at a point-of-sale system affiliated with the one or more commercial transaction locations.

14. (Amended) The method of Claim 1, wherein the step of transmitting transmits the customer profile information to a local office system at the one or more commercial transaction locations for generation of the programming information, the

local office system transmitting the programming information to a select one of the one or more commercial transaction systems in use by the customer for presentation to the customer during the commercial transaction.

5 15. (Amended) The method of Claim 1, wherein each of the one or more commercial transaction systems is uniquely addressable using a wireless communication system such that the customer profile information is downloaded from the central location to a select one of the one or more commercial transaction systems from which the customer is conducting a commercial transaction, and modified customer profile information is uploaded from the select one of the one or more commercial transaction systems to the central location.

16. (Amended) A system of advertising during a commercial transaction, comprising:

5 one or more commercial transaction locations having one or more commercial transaction systems for ~~dispensing fuel to~~ allowing a customer to conduct a commercial transaction;

data entry keys for entering customer identification information;

a central location for transmitting from said one or more commercial transaction locations, customer profile information of said customer;

10 a processor for converting said customer profile information into a profile word, which profile word is transmitted to a select one of said one or more commercial transaction locations from which said customer is conducting said transaction;

wherein said profile word is decoded and merged with update and advertising information; and

15 a display system for using said merged customer profile and advertising information to generate programming information for presentation to said customer during the commercial transaction.

AMENDMENT AND RESPONSE

S/N 09/503,532

Atty. Dkt. No. BLBV-24,759

17. (Amended) The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more commercial transaction locations.

18. (Amended) The system of Claim 16, wherein said one or more commercial transaction systems have audio and video presentation capabilities.

19. (Amended) The system of Claim 16, wherein a unique ID is transmitted to said central location from said commercial transaction location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

23. (Amended) The system of Claim 22, wherein said select one of said one or more commercial transaction systems from which said customer is conducting said commercial transaction uses said profile word to generate said programming information to said customer during said commercial transaction.

24. (Amended) The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to a select one of said one or more commercial transaction locations.

25. (Amended) The system of Claim 16, wherein said programming information is generated at said central location and transmitted to a select one of said one or more commercial transaction locations for presentation to said customer.

27. (Amended) The system of Claim 16, wherein said customer makes